

Rep Order# 6818601 Ver# 5 Status Revised

Traffic Order# 178078

Printed: 10/03/2012 9:36 AM
Last Received: 10/03/2012 9:34 AM
Showing Buylines: All Rep Revised Lines

1 of 3

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DEM. CNG. CMP COMM.
Product DCC
Estimate# 1198
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1198
Flight Dates 10/18/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO CNX ORDER
ATTN ALL LINE
ATTN NEW TTL
PLEASE CFN
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1		NEW MEXICO STYLE V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	8A-9A	0	\$40.00
*2		FOX NWS SUNDAY V5 Cancelled	10/21-10/21	0	\$0.00	:30	0	SU	8A-9A	0	\$450.00
*3		JUDGE MATHIS V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	2P-3P	0	\$75.00
*4		EXTRA< V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	5P-530P	0	\$200.00
*5		THE X-FACTOR V5 Cancelled	10/18-10/18	0	\$0.00	:30	0	TH	7P-8P	0	\$2,100.00
*6		TOUCH V5 Cancelled	10/19-10/19	0	\$0.00	:30	0	F	7P-8P	0	\$500.00
*7		NWS 13 ON FOX2< V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	9P-930P	0	\$1,000.00

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 Salesperson () AMY MCCREARY
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*8	-----	NWS13-FOX 2 B< V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	930P-10P	0	\$800.00
*9	-----	NWS 13 ON FOX2 V5 Cancelled	10/20-10/20	0	\$0.00	:30	0	SA	9P-930P	0	\$700.00
*10	-----	NWS13-FOX 2 B V5 Cancelled	10/20-10/20	0	\$0.00	:30	0	SA	930P-10P	0	\$700.00
*11	-----	NWS 13 ON FOX2 V5 Cancelled	10/21-10/21	0	\$0.00	:30	0	SU	9P-930P	0	\$1,000.00
*12	-----	NFL DALLAS GAME V5 Cancelled	10/21-10/21	0	\$0.00	:30	0	SU	11A-2P	0	\$5,000.00

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00
 Sales Totals: 0 / \$0.00
 Station Totals: 0 / \$0.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CABL 0%	KASA 13%	KASY 1%	KLUZ 0%	KOAT 34%
		KOB 18%	KRQE 32%	KWBQ 2%		

---COMPETITIVE COMMENTS---

EST SHARES, KASY LESS THAN 1%

Books NOV12
 Demos RA35+

Rep Order# 6818601 Ver# 5 Status Revised Traffic Order# 178078 Printed: 10/03/2012 9:36 AM 3 of 3

EC'd Yes
Last Received: 10/03/2012 9:34 AM
Showing Buylines: All Rep Revised Lines

Station	KASA-TV ALBUQUERQUE, NM.	Agency	() GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	() DEM. CNG. CMP COMM.		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	DCC		WASHINGTON, DC 20007	Salesperson	() AMY MCCREARY
Estimate#	1198	Agency C/P1/P2/E	11/14/1198		
Buyer	Maura Gilroy	Flight Dates	10/18/2012 - 10/22/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE

EC'd Yes Last Received: 07/20/2012 9:53 AM Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () DEM. CNG. CMP COMM.
 Product DCC
 Estimate# 1198
 Buyer Maura Gilroy
 Phone#
 Fax#

Agency () GREAT AMERICAN MEDIA
 1010 WISCONSIN AVE NW, S#800
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 11/14/1198
 Flight Dates 10/18/2012 - 10/22/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV PROGRAM LINE 6
 PLEASE CNF
 THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		TOUCH	10/19-10/19	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Sales Remark: V3 PC											
V3 Program Name Change, Comment Changed											

---REPORT TOTALS---

Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$14,880.00
 Sales Totals: 17 / \$14,880.00
 Station Totals: 17 / \$14,880.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$114,462

CABL 0%	KASA 13%	KASY 1%	KLUZ 0%	KOAT 34%
KOB 18%	KRQE 32%	KWBQ 2%		

---COMPETITIVE COMMENTS---

EST SHARES, KASY LESS THAN 1%

Books

NOV12

Demos

NOV12

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE PROGRAM TITLE CORRECTION LINE 6. PLS REVISE

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6	-----	KITCHN NTM-FOX	10/19-10/19	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Station Remark: V2 FOX HAS TOUCH IN THE FRI 7-8P TP. PLS CHANGE PROGRAM TITLE TO TOUCH THIS LINE											

---REPORT TOTALS---

Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$14,880.00
Sales Totals: 17 / \$14,880.00
Station Totals: 17 / \$14,880.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$114,462
CABL 0% KASA 13% KLUZ 0% KOAT 34%
KOB 18% KFQE 32% KWBQ 2%

---COMPETITIVE COMMENTS---

EST SHARES, KASY LESS THAN 1%

Books NCV12

Demos RA35+

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--- CONTRACT COMMENT ---

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	---	NEW MEXICO STYLE	10/18-10/22	1	\$80.00	:30	2	TH-F,M	8A-9A	2	\$40.00 4
2	---	FOX NWS SUNDAY	10/21-10/21	1	\$450.00	:30	1	SU	8A-9A	1	\$450.00 2
3	---	JUDGE MATHIS	10/18-10/22	1	\$150.00	:30	2	TH-F,M	2P-3P	2	\$75.00 3
4	---	EXTRA<	10/18-10/22	1	\$400.00	:30	2	TH-F,M	5P-530P	2	\$200.00 3
5	---	THE X-FACTOR	10/18-10/18	1	\$2,100.00	:30	1	TH	7P-8P	1	\$2,100.00 3
6	---	KITCHN NTM-FOX Touch	10/19-10/19	1	\$500.00	:30	1	F	7P-8P	1	\$500.00 3
7	---	NWS 13 ON FOX2<	10/18-10/22	1	\$3,000.00	:30	3	TH-F,M	9P-930P	3	\$1,000.00 3
8	---	NWS13-FOX 2 B<	10/18-10/22	1	\$800.00	:30	1	TH-F,M	930P-10P	1	\$800.00 3
9	---	NWS 13 ON FOX2	10/20-10/20	1	\$700.00	:30	1	SA	9P-930P	1	\$700.00 3
10	---	NWS13-FOX 2 B	10/20-10/20	1	\$700.00	:30	1	SA	930P-10P	1	\$700.00 3
11	---	NWS 13 ON FOX2	10/21-10/21	1	\$1,000.00	:30	1	SU	9P-930P	1	\$1,000.00 3
12	---	NFL DALLAS GAME	10/21-10/21	1	\$5,000.00	:30	1	SU	11A-2P	1	\$5,000.00 2

---REPORT TOTALS---

EC'd Yes Last Received: 05/23/2012 2:52 PM Showing Buylines: All Lines

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 Demos RA35+

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CASH IN ADVANCE